

3013 Deliver a good service to customers

SQA Unit Code

H3LA 04

Level 2

SCQF Level 8

Credit value 5

Unit Summary

To make sure that your customers are satisfied with the service you provide, your business needs to be meeting and exceeding their expectations. However, even if your service to customers is excellent, some customers will experience problems. How you respond to problems is particularly important because many customers judge the service of your business by the way in which their problems are dealt with. Improving relationships with your customers involves delivering consistent and reliable service to them, making sure everyone involved is committed to providing good customer service and also to finding ways to improve it.

You might do this if you:

1. are concerned about the quality of the service you deliver to customers
2. have problems with customer service
3. want to review and improve your levels of customer service

Delivering a good service to customers involves:

1. trying to meet and exceed customer expectations
2. responding to problems
3. reviewing what you are doing and how well it is working
4. thinking about how it could be done better
5. improving services by making changes

In order to be assessed as competent you must demonstrate to your assessor that you can consistently perform to the requirements set out below. Your performance evidence must include at least one observation by your assessor.

You must be able to:	You need to show:
<p>1. Deliver a good service to customers</p> <p>This means you:</p> <p>Monitor the service customers get from your business</p> <p>Regularly check that customers are satisfied and identify if you can offer any additional service</p> <p>Make changes to improve customer service where necessary</p>	<p>Evidence must be work-based, simulation alone is only allowed where shown in <i>bold italics</i></p> <p>Evidence of delivering a good service to customers as part of your role in accordance with workplace procedures and within the limits of your own responsibilities.</p>

Evaluate feedback on the effects of changes and use it to identify opportunities for further improvement

Identify and deal with repeated problems before they begin to affect your customers

Negotiate and agree solutions with customers to problems they have raised or complaints they have made

Make sure solutions to problems and complaints satisfy customers and are acceptable to your business

Make sure any problems or complaints are dealt with quickly and effectively, and that they have been resolved to the customer's satisfaction

Keep your customers fully informed about what is happening to resolve problems, taking the initiative to update them when things are not going to plan or when you require further information

Give clear reasons to your customers when problems have not been resolved to their satisfaction and suggest other ways that they may be resolved

Evidence of knowledge and understanding should be collected during observation of performance in the workplace. Where it cannot be collected by observing performance, other assessment methods should be used.

You need to know and understand:

Customer service

1. How and when to check on work activities to make sure staff are dealing with customers correctly
2. How to collect, analyse and present customer feedback
3. What customer service targets have been set, and the implications for your business if those targets are not met
4. How service improvements affect the balance between overall customer satisfaction, the costs of providing service and regulatory requirements
5. How to take action to correct anything that is going wrong
6. Any contractual agreements that your customers have with your business
7. What your customers' rights are and how these rights limit what you are able to do for your customer

Communication

8. How to communicate in a clear, polite, confident way and why this is important

Managing change

9. How to prepare for changes to your service
10. How staff can help support changes
11. How and when to let your customers know about the changes you are making
12. How to judge the effect that changes will have (for example a certain position in the market, customer satisfaction, increased sales or repeat business)
13. How to measure the impact of change (for example numbers of sales, number of customers or feedback from customers)
14. How to assess the business case for making changes in the products or services you offer

Evidence of performance may employ examples of the following assessment:

- observation
- written and oral questioning;
- evidence from company systems (e.g. Food Safety Management System)
- reviewing the outcomes of work
- checking any records of documents completed
- checking accounts of work that the candidate or others have written